

**Lead Organization Work Plan Development
February 7, 2011 Ecosystem Coordination Board Meeting
Agenda Item #04**

Prepared by: Scott Redman

Presented by: Scott Redman and Lead Organization Representatives

Proposed Action

Provide input to Leadership Council, U.S. Environmental Protection Agency, and agency staff about:

- proposed processes for interactions with Lead Organizations' efforts to develop and implement ecosystem protection and restoration strategies.
- priorities for initial rounds of investment

Background

Both the Puget Sound Partnership and the Northwest Indian Fisheries Commission (NWIFC) have entered into cooperative agreements with EPA as "lead organizations" to coordinate activities related to the recovery of the Puget Sound ecosystem. Partnership funding is focused on Action Agenda management and regional engagement. The purpose of the NWIFC funding is to provide sub-awards to 19 federally recognized Indian Tribes located within the Puget Sound basin, and any authorized consortium of these eligible Tribes to implement high priority projects identified in the Puget Sound Action Agenda, or other existing recovery plans or which will contribute directly to the restoration and protection of Puget Sound. Synopses of Partnership and NWIFC roles as lead organizations is provided in attachments 1, 2, and 3.

On January 4, 2011, Washington State agencies submitted applications to EPA to coordinate six-year efforts to develop and implement strategies for:

- Marine and nearshore protection and restoration (Departments of Fish & Wildlife and Natural Resources)
- Watershed protection and restoration (Departments of Ecology and Commerce)
- Toxics and nutrients prevention, reduction and control (Department of Ecology)
- Pathogen prevention, reduction, and control (Departments of Health and Ecology)

These applications are anticipated to result in awards for six-year strategies, with awarded funds to be available beginning in February 2011. Synopses of the intended work programs for these four topics will be provided as meeting materials on February 3.

Attachment 4 presents a proposal for lead organizations to gather strategic advice from various parts of the Puget Sound NEP management conference (i.e., the various entities that contribute to and advise on ecosystem recovery). The ECB discussion on February 3 is an opportunity to provide feedback on this proposal before it is discussed with the Leadership Council later in February. Processes and milestones for lead organization coordination with the management conference will be finalized in April 2011.

Action Agenda Consistency

Designating lead organizations and articulating how they interact with the various elements of the Puget Sound management conference advances strategic priorities D.1 and D.3 of the Action Agenda:

- Conduct planning, implementation and decision-making in an integrated way and from an ecosystem perspective
- Build and sustain long-term capacity of partners to effectively and efficiently implement the Action Agenda

Stakeholder Input

Lead organizations have begun coordinating among themselves and with EPA and the Partnership. The proposed interaction process has been discussed with the state caucus and reviewed by NWIFC. Lead organizations, the Partnership, and EPA will continue to gather stakeholder input about these processes in advance of the April meetings of the Ecosystem Coordination Board and Leadership Council.

Consequences of Delay

ECB input on February 3 will help alert the Leadership Council about stakeholder perspectives prior to the Leadership Council's February 17 discussion of this issue. This input is not critical as decisions about interaction processes and milestones are not anticipated until April 2011.

Attachments:

1. Managing implementation of the Action Agenda lead organization -- Partnership
2. Education, outreach, and stewardship program lead organization – Partnership
3. Tribal implementation lead organization – NWIFC
4. Proposed approach for Puget Sound management conference interaction with lead organizations' efforts to develop and implement protection and restoration strategies

Managing the Implementation of the Puget Sound Action Agenda

Purpose: This award provides management support to implement the 2020 Action Agenda for Puget Sound. It builds on and advances work started in previous EPA awards; and supports tasks mandated in state law. It funds the following tasks:

Task 1: Performance Management System. This task expands and further implements a performance management system to a) track progress towards environmental recovery targets; b) hold implementers accountable for results; c) evaluate the effectiveness of programs and actions; d) align strategies and programs with environmental recovery targets; e) adapt and refine management approaches based on new science and monitoring information; f) update the Action Agenda to reflect recovery targets and strategies to achieve them; g) coordinate closely with EPA's Puget Sound Office on this agreement; and h) make credible reports on a regular basis to policy makers, resources managers and the citizens of the state.

Task 2: Ecosystem Monitoring Program. This task builds the infrastructure to implement a cooperative program to monitor and assess the status and trends of key environmental indicators; evaluates the effectiveness of major management programs and strategies; and provides data that supports evidence-based decision making. Cooperators include federal, state and local government agencies.

Task 3: Strategic Science Program. This task implements a science-based recovery and adaptive management program for the region to improve our understanding of the ecosystem; advance a discussion between policy makers and scientists to improve management programs, and disseminate science information to policy makers, resource managers and the public.

Task 4: Regional Coordination. This task supports efforts within the five Puget Sound action areas to improve coordination between local areas and sound-wide initiatives; to identify threats and pressures and strategies to address them; to align local area strategies with Sound-wide environmental objectives; and to prioritize local area work to accomplish these objectives. The Partnership works directly with local communities in each geographic area to integrate local efforts to advance the Action Agenda.

Task 5: Ecosystem Restoration In Puget Sound. The 2020 Action Agenda identifies the restoration of ecosystem processes, structures and functions as a priority strategy for the recovery of Puget Sound. The Puget Sound Acquisition and Restoration (PSAR) program, managed by the state Recreation and Conservation Office, is a key program to implement this strategy. PSAR provides grants to local governments, salmon recovery organizations and others to complete habitat restoration projects in Puget Sound. This activity is a significant match to the overall EPA funding. Funding is provided through the biennial state Capital Projects Budget.

Budget Summary

	Fed Fiscal Year 2011		Fed Fiscal Year 2013	
	Federal	Non-Federal	Federal	Non-Federal
Task 1: Performance Management System	\$1,037,410	\$116,205	\$957,924	\$116,205
Task 2: Ecosystem Monitoring Program.	\$711,390	\$0	\$675,878	\$0
Task 3: Strategic Science Program.	\$501,199	\$0	\$616,199	\$0
Task 4: Regional Coordination.	\$750,000	\$0	\$750,000	\$0
Task 5: Ecosystem Restoration	\$0	\$2,883,795	\$0	\$2,883,795
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Project Period: July 1, 2011 to June 30, 2016

Puget Sound Education, Outreach and Stewardship Program

Purpose: This award advances and sustains coordinated efforts to increase public awareness and encourage individual stewardship through communication, outreach and education. It implements elements of the education and outreach strategy in the Puget Sound Action Agenda.

Task 1: Program Management and Evaluation (EPA two year funding: \$565,000)

Support the development and implementation of the overall work plan, create supporting structures such as a coalition advisory committee, seek additional funding sources, provide grant and sub-grant administration, and manage a robust evaluation program.

Task 2: Awareness and Education (EPA two year funding: \$2,548,000)

Advance public awareness and understanding of the issues facing Puget Sound, individual and cumulative impacts on the Sound's resources, and the public's ability to contribute to a sustained recovery effort.

This task also lays the foundation for the broad-based behavior changes described in Task 3.

- **Sub-Task 1 Centralized Public Awareness Campaign**

Expand the work of *Puget Sound Starts Here (PSSH)*, a co-branded regional media campaign created by STORM and the Partnership, with funding from Department of Ecology. The campaign is currently being implemented throughout the twelve-county Puget Sound region, and disseminated and localized via the Partnership's 300+ member ECO Net structure. Puget Sound counties, cities and organizations are now working collaboratively to deliver relevant, vetted, and coordinated stormwater messages to the region's 4.3 million residents.

- **Sub-Task 2 Incorporate messages into existing frameworks**

Localize the *PSSH* campaign through municipal stormwater programs and ECO-Net programs to enhance the effectiveness of the *PSSH* campaign.

- **Sub-Task 3 Support and expand local volunteer stewardship and education programs. Enhance participation, engagement and outcomes from these efforts.**

Build on existing programs, their respective audiences, and their potential to effectively reach and engage much larger audiences in Puget Sound recovery. ECO Net serves as the primary coordination and support structure to leverage the work of over 300 organizations around Puget Sound.

- **Sub-Task 4 Incorporate Puget Sound issues and science into K-12 curricula**

Lead a consortium of educators and natural resource scientists to strengthen K-12 environmental programs and improve students and educators' long-term understanding of Puget Sound issues and solutions.

Task 3: Stewardship / Behavior Change (EPA two year funding: \$2,087,000)

Cultivate broad-scale practices and behaviors among Puget Sound residents that benefit Puget Sound. Change public behaviors and citizen actions that contribute to non-point pollution and shoreline degradation by developing a science-based, prioritized suite of actions and behaviors, ensuring effective strategies to disseminate and motivate these behaviors, and expanding proven programs to expand reach to target audiences and issues. Actions here include both Best Management Practices (BMPs) and citizen engagement in local and regional government processes and decision-making.

- **Sub-Task 1 Science-Based Priorities: Action Agenda, behaviors, audiences, strategies**

Assess and prioritize audiences, behaviors, and desired practices associated with each Action Agenda task. Reconcile the desired practices against the best available science.

- **Sub-Task 2 Consumer Research; Program Analysis**

Conduct audience research at the Puget Sound regional and sub-regional scales as needed to fill data gaps and provide a uniform foundation for behavior change programs. Develop a diffusion strategy for priority practices or clusters of practices, to include: audience geography, decision architecture, social capital, barrier and motivators, incentives, method, and foundation behind the strategy.

- **Sub-Task 3 Landowner Stewardship Programs**

Identify existing, proven social marketing initiatives that target stormwater and shoreline priorities with potential for regional application (e.g. Natural Yard Care, Shore Stewards, streamside landowner programs, pet waste management, septic operation and maintenance, Pollution Identification and Correction, soft shore armoring). Develop strategic plans to advance and expand proven initiatives at a regional scale.

- **Sub-Task 4 Support Behavior Change Programs; Increase Effectiveness**

Work with WSU Extension Beach Watchers to expand environmental awareness and stewardship opportunities for public. Develop and implement a Citizen Action Training program, based on the model program previously funded by the Puget Sound Water Quality Authority. Enhance public involvement efforts related to local and regional planning processes, particularly those related to shorelines (Critical Areas Ordinances, Shoreline Master Programs) and stormwater. Conduct a bi-annual Puget Sound Summit - a gathering of partners, key stakeholders, government agencies, tribes, residents and others in a multi-track conference environment.

Project Period: July 1, 2011 to June 30, 2016

EPA NWIFC Pass-through award funding update to ECB

Provide sub-awards to implement high priority projects identified in the PSP's Action Agenda, or other existing recovery plans or which will contribute directly to the restoration and protection of Puget Sound

January 25, 2011

INTRODUCTION

"Tribal Implementation Projects-

This RFP is proposed to solicit a lead organization to distribute through subawards and manage funding specifically for Tribal implementation projects consistent with the Action Agenda. This funding would be separate from the funding previously set aside for grants to build Tribal capacity to engage in implementation of the Puget Sound Action Agenda. Subawards under this competition would not require competition. Eligibility for this RFP and its subawards will be limited to federally-recognized Puget Sound Tribes and consortia of those Tribes.

The first year funding available is \$3M. Future incremental funding is contingent on Congressional appropriations and the performance of the Lead Organization."

The approved Cooperative Agreement with EPA is effective January 1, 2011. The purpose of the NWIFC funding is to provide sub-awards to 19 federally-recognized Indian Tribes located within the Puget Sound basin, and two tribal consortia (approximately \$136,300 each), to implement high priority projects identified in the PSP's Action Agenda, or other existing recovery plans or which will contribute directly to the restoration and protection of Puget Sound.

EPA funding is \$3 million for the first year and up to \$18 million over six years. The level of funding after the first year is in part dependent on demonstration by the selected Lead Organization or LO) to EPA and Congress that funds can be expeditiously and appropriately expended with significant measureable results.

RECENT EVENTS

NWIFC has finalized and distributed the "Request For Workplans" to eligible recipients and expects to begin receiving proposals as early as February 1, 2011. All proposals must be received by March 15, 2011.

NWIFC has been meeting with other LOs to work on details on an overarching coordinated implementation strategy.

NEXT STEPS

NWIFC will coordinate with EPA and PSP staff to review tribal proposed workplans as they arrive.

DISCUSSION DRAFT

To: Entities engaged in Puget Sound NEP Management Conference

Fr: Puget Sound Lead Organizations (i.e., PSP, NWIFC, DOH, DFW, DNR, Commerce and Ecology)

Dt: January 25, 2011

Re: **Proposed Approach for Puget Sound NEP Management Conference Interaction with Lead Organizations' Efforts to Develop and Implement Protection and Restoration Strategies**

Context

On January 4, 2011, Washington State agencies submitted applications to EPA to coordinate six-year efforts to develop and implement strategies for:

- Marine and nearshore protection and restoration (Department of Fish & Wildlife and DNR)
- Watershed protection and restoration (Departments of Ecology and Commerce)
- Toxics and nutrients prevention, reduction and control (Department of Ecology)
- Pathogen prevention, reduction, and control (Departments of Health and Ecology)

These applications are anticipated to result in awards for six-year strategies, with awarded funds to be available beginning in February 2011. In addition, both the Puget Sound Partnership (PSP) and the Northwest Indian Fisheries Commission have cooperative agreements with EPA. PSP funding is focused on regional engagement and Action Agenda management. The purpose of the NWIFC funding is to provide sub-awards to 19 federally-recognized Indian Tribes located within the Puget Sound basin, and any authorized consortium of these eligible Tribes to implement high priority projects identified in the PSP's Action Agenda, or other existing recovery plans or which will contribute directly to the restoration and protection of Puget Sound.

Work plans included in the four January 4 Lead Organizations' (LO) applications outline broad programs of work and decisions about initial investments. One common element of the LOs' applications is a coordinated effort with the PSP and EPA to gather strategic advice from various parts of the Puget Sound National Estuary Program (NEP) management conference.

EPA funds for the four areas of emphasis total \$12 million for the first year, and up to \$192 million over six years. The level of funding in subsequent years is in part dependent on demonstration by the LOs to EPA and Congress that funds can be expeditiously and appropriately expended with significant measureable results. Full text of proposals for each area of emphasis can be found on the Puget Sound Partnership website: http://www.psp.wa.gov/EPA_funding_FY10.php

This document proposes a method to:

- Engage with implementing partners and other stakeholders throughout the Puget Sound basin;
- Review and align investments in scientific investigations with advice from the Partnership's Science Panel; and
- Obtain Leadership Council endorsement of six-year strategies and periodic investments to implement the strategies.

Key Objectives

- Ensure six-year strategies and investments are consistent with the highest priorities of the Action Agenda.
- Establish meaningful and timely input and guidance to the six-year strategies, including funding priorities.
- Ensure ongoing coordination among LOs, EPA, PSP, and the broader management conference.
- Design an engagement process to receive meaningful input from a broad range of stakeholders and governments, using existing structures and forums to the maximum extent possible.

Regional Engagement

There are various options to engage governments and stakeholders throughout the Puget Sound region. Following is a three-pronged approach involving:

- Ecosystem Coordination Board;
- Advisory committees/workgroups; and,
- Local input.

Ecosystem Coordination Board & Management Conference

Opportunities for LOs, EPA, and PSP to engage the management conference through the ECB and the implementing partners and stakeholders represented on the ECB include requests to:

- Obtain advice on the development and implementation of six-year strategies.
- Vet proposed investments, including the process and decision-making criteria for subawards, designed to implement strategies prior to their presentation to the Leadership Council.
- Play a central role in integrating and implementing the public awareness and engagement efforts.
- Evaluate progress in achieving outcomes as they align with Action Agenda benchmarks/indicators and across the four topics.

Topic-Specific Advisory Committees/Cross-Partnership Workgroups

In their January 4 applications to EPA, four LOs committed to “gather strategic advice from various parts of the management conference.” In addition to ECB consultation as outlined above, topic-specific advisory committees (workgroups) will be used to provide initial and ongoing guidance to the six-year strategies. Potential functions include the following:

- Identify priority strategies and actions that best advance the six-year strategy;
- Consult on direct sub awards;
- Consult on the process and decision-making criteria for competitive sub awards; and,
- Participate in adaptive management analysis and recommendations.

We propose to form two new advisory committees (i.e., combining Pathogens with Toxics/Nutrients and Watersheds with Marine/Nearshore). Implementing entities and stakeholders (or their caucuses as represented on the ECB) would be invited to participate on these committees based on their interests, expertise and capacity to engage. We propose that these committees be formed as cross-Partnership work groups, convened by LO staff, to engage representatives of the Leadership Council, ECB, and Science Panel.

Local Input

An important dynamic in the six-year strategies is effective engagement at a local scale, including Local Integrating Organizations (LIOs). Significant work through the LIOs and PSP's Ecosystem Recovery Coordinators is needed to foster alignment among the six-year strategies and local initiatives. Where LIOs are operational and represent broad-based environmental interests, those entities could facilitate such input; where that is not true, public meetings or workshops could be arranged at appropriate times. Potential functions for local input include:

- Provide a "local filter" for basin-wide priorities identified in the six-year strategy (i.e., are some basin-wide priorities more important than others within a single Action Area?);
- Provide a coordination point for stakeholders and potential project proponents; and,
- Play a central role in integrating and implementing the public awareness and engagement efforts.

Review and Alignment of Science Investments

PSP efforts to recover Puget Sound are supported by a Science Panel, which provides scientific advice, ensures scientific review of materials and programs, and facilitates science community engagement in adaptive management of Puget Sound recovery. PSP can facilitate interactions between LOs and the Science Panel in areas such as the following:

- Discussion of decision-critical uncertainties that the Science Panel might address in elements of biennial science work plans.
- Science Panel review of scientific work proposed to be funded by LOs. The Panel is to review proposed work for consistency with the biennial science work plan.
- Scientific review of products (e.g., reports of scientific investigations, documentation of strategies and adaptive management).

Leadership Council Decision on Action Agenda Consistency

LOs will work with EPA, PSP and regional interests and governments to ensure alignment of each six-year strategy with the Action Agenda. One way to affirm consistency with the Action Agenda is to have the Leadership Council affirm that LO funding priorities, as reflected in initial and subsequent rounds of strategic investments, advance the Action Agenda. There is precedent for this approach (i.e., the Leadership Council affirmation of ESRP processes).

Focus Questions for Ecosystem Coordination Board

- *What do you think of the proposed regional engagement process? If not this process, what would you recommend?*
- *If you support the general process, are there refinements to the suggested roles and processes? For example, should new advisory committees be formed or should existing groups be used to advise the six-year strategies? Should advisory committees be convened to address combinations of topics (as proposed) or individual topics?*
- *What do you think of the Leadership Council role of ensuring alignment of six-year strategies with the Action Agenda?*